

ABSTRACT

We disclose a core method and sub-methods for improving the communication value of bets by enabling the evaluation of a bettor's stake in a bet offer or agreement. A bettor enters financial data describing his financial resources into an online computer database system for transacting and/or displaying bets. The online database includes formulas for using the financial data to generate measures of the bettor's stake relative to the bettor's financial resources. Accordingly, when the bettor enters a bet offer into the transaction/display system, the system invokes these formulas and generates and displays measures of the bettor's stake in the bet offer. These measures can be viewed along with the bet. Human entered characterizations of a bettor's stake can also be included within the inventive method.